



June 17, 2019

SOUTHERN INNKEEPERS ASSOCIATION

**CONNECTING THE DOTS:  
WHERE HOSPITALITY + WELLNESS  
INTERSECT**



**HAWKINS INTERNATIONAL**  
LEADERS IN LUXURY & LIFESTYLE

NEW YORK | LOS ANGELES



# ABOUT US / HAWKINS INTERNATIONAL

Hawkins International, a bi-coastal, award-winning, full-service luxury, travel, and lifestyle public relations agency.

Much has changed since Jennifer Hawkins first opened shop back in 2002. Social networks, shifting demographics and a new generation of digitally connected travelers have altered the rules of engagement and transformed communications.

Hawkins International is constantly testing, mastering, and expanding our multi-channel offerings to keep our sophisticated clients ahead of the curve. We provide impactful, targeted, modern narratives that captivate consumers and ensure success.



**50%**

CLIENTS RETAINED  
FOR MORE THAN  
5 YEARS.



## AREAS OF EXPERTISE / HOSPITALITY

- Hospitality Brands.
- Resorts.
- Boutique & Independent Hotels.
- Destinations & Attractions.
- Alternative Lodging.
- Coworking Spaces.

 Dorchester *Collection*

  
GSTAAD PALACE  
SWITZERLAND

**dōmio**

*Fairmont*  
HOTELS & RESORTS

THE  
LOREN  
AT PINK BEACH

**wework**

**LOEWS**  
HOTELS

  
HOTEL  
50 BOWERY  
NYC

 THE  
Sebastian  
VAIL

*Montage*

LE  
GUANAHANI  
ST BARTH

HOTEL *Bel-Air*

  
JW MARRIOTT®

The  
Beverly  
Hills

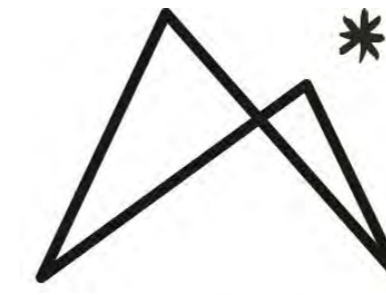
  
THE SHELBOURNE  
DUBLIN

## AREAS OF EXPERTISE / TRAVEL & TOURISM

- Tourism Bureaus
- Adventure / Tour Operators
- Airlines
- Cruise Lines
- Real Estate

**BIG FIVE**<sup>®</sup>  
TOURS & EXPEDITIONS

*Enriching Lives Through Distinctive Journeys*



**MOUNTAIN  
LODGES**  
*Peru*

  
**WILDERNESS**  
SAFARIS

**LA COMPAGNIE**

**THE  
BUSHCAMP  
COMPANY**  
SOUTH LUANGWA  
NATIONAL PARK  
ZAMBIA

  
**NOMADIC EXPEDITIONS**<sup>®</sup>

*flytographer*

  
**SEABOURN**<sup>®</sup>

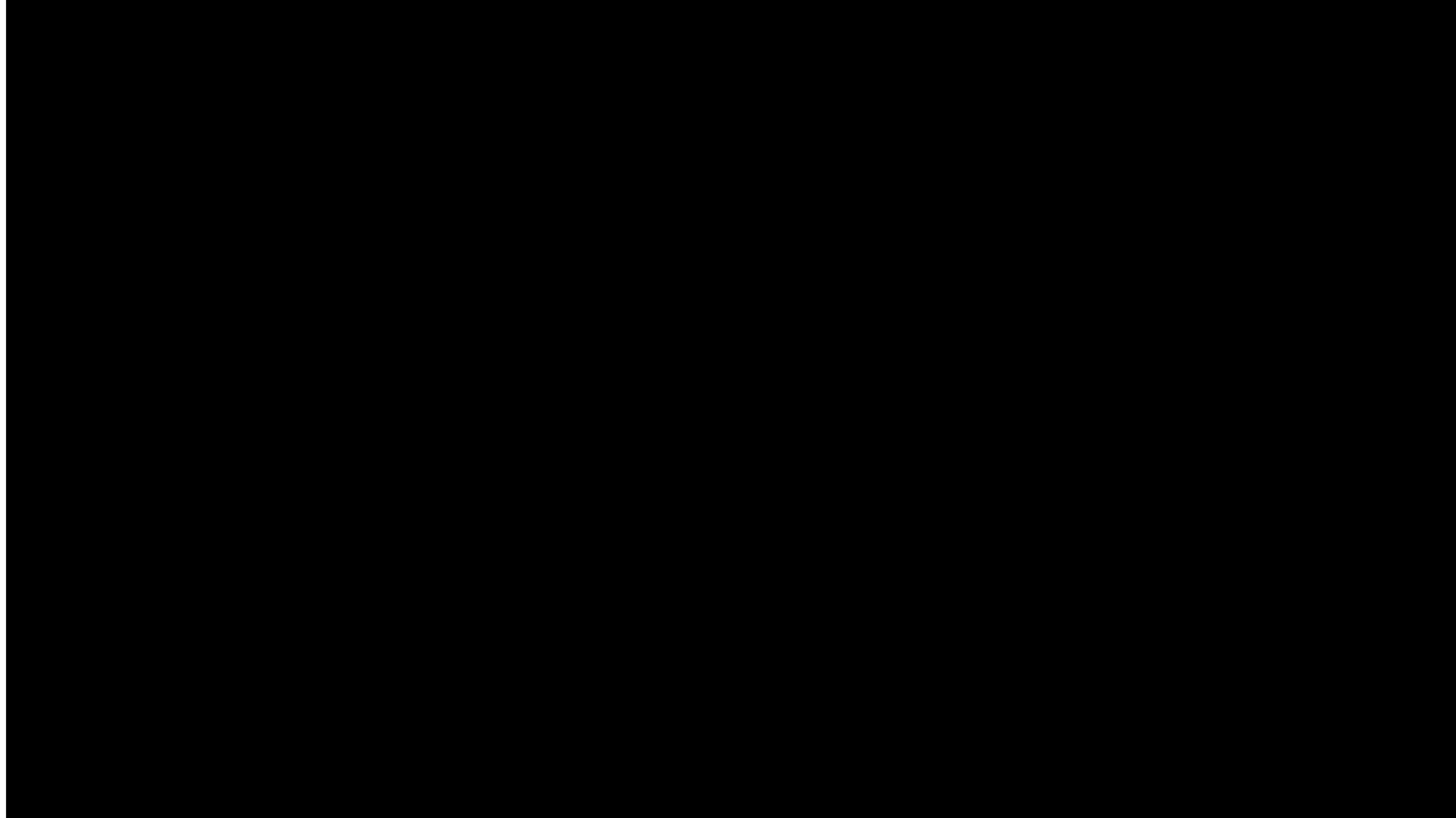
  
TRADEWIND AVIATION

## AREAS OF EXPERTISE / WELLNESS & LIFESTYLE

- Spas & Wellness Facilities.
- Wellness Retreats.
- Beauty Services & Brands.
- Lifestyle Brands.



ABOUT US /  
**HAWKINS INTERNATIONAL CLIENT SHOWCASE**



[https://www.hawkpr.com/files/Hawkins International It%27s All in The Details Client Showcase.mp4](https://www.hawkpr.com/files/Hawkins%20International%20It%27s%20All%20in%20The%20Details%20Client%20Showcase.mp4)

ABOUT US /  
**WELL inTell**

**Well inTell**  
CONVERSATIONS ABOUT  
THE FUTURE OF WELLNESS IN  
HOSPITALITY

**HAWKINS**  **INTERNATIONAL**  
NEW YORK | LOS ANGELES

 **parallax**  
**hospitality**





# WELLNESS FINDINGS





WELLNESS FINDINGS/  
WHERE DO  
HOSPITALITY &  
WELLNESS  
INTERSECT?

“Wellness tourism burst into the consumer consciousness just a very few years ago, and it’s hard to grasp the **speed of its growth and evolution**,” noted Katherine Johnston and Ophelia Yeung, GWI Sr. Researchers. “Wellness, hospitality and travel are now **converging in unprecedented ways**, from the ‘healthy hotel’ concept going utterly mainstream to airports, airlines, and cruises injecting so much wellness programming, to the profusion of ever-more-creative wellness destinations, retreats and tours. The wellness concept is **TRANSFORMING ALMOST EVERY ASPECT OF THE TRAVEL INDUSTRY**—and wellness tourism will only grow faster in years ahead, *as it lies at the powerful intersection of two massive, booming industries: the \$2.6 trillion tourism industry and the \$4.2 trillion wellness market.*” - Global Wellness Institute

# WELLNESS FINDINGS / THE EVER-EXPANDING, CONVERGING WORLD OF WELLNESS



## WELLNESS FINDINGS/ ECONOMIC CONTEXT.

- From 2015-2017, the wellness economy grew 6.4% annually, nearly twice as fast as global economic growth (3.6%)
- Wellness expenditures (\$4.2 trillion) are now more than half as large as total global health expenditures (\$7.3 trillion)
- The wellness industry now represents 5.3% of global economic output.



## WELLNESS FINDINGS/ WHERE DO WELLNESS & HOSPITALITY INTERSECT

GWI estimates wellness tourism is a \$639 billion global market in 2017, growing more than twice as fast as general tourism.

Travelers made 830M wellness trips in 2017, 139M more than in 2015.

## THE WELLNESS ECONOMY IS RAPIDLY GROWING, WITH WELLNESS TOURISM 2X GDP

GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



GLOBAL WELLNESS  
INSTITUTE™



## **WELLNESS TOURISM:**

“Travel associated with the pursuit of maintaining or enhancing one’s personal wellbeing.”



# WELLNESS FINDINGS/ GLOBAL WELLNESS TOURISM ECONOMY REPORT.

- Global Wellness Tourism Economy study brought attention to wellness tourism worldwide in 2013
- November 2018 – first time including spending premiums for wellness travelers for dozens of countries and the national tourism boards worldwide that are actively promoting wellness tourism

## Global Wellness Tourism Economy

NOVEMBER 2018



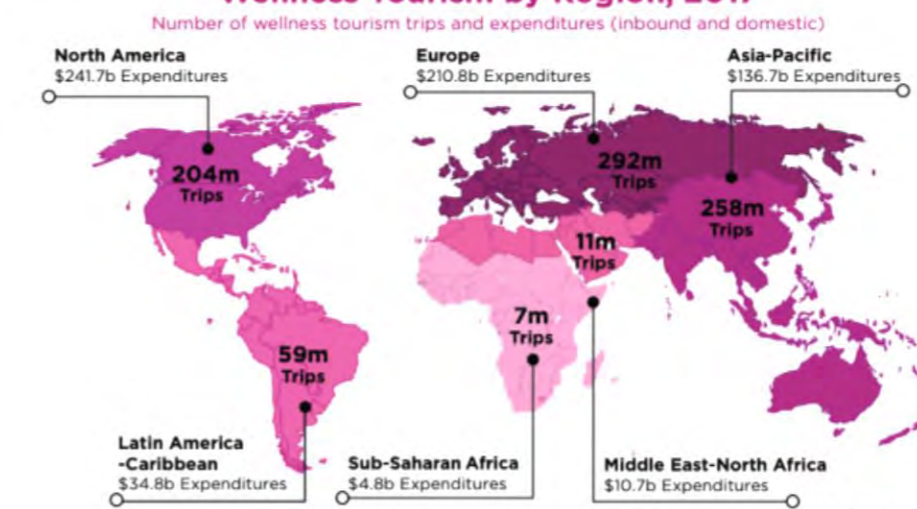
### EXECUTIVE SUMMARY

Wellness tourism is travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. GWI estimates wellness tourism is a \$639 billion global market in 2017, growing more than twice as fast as general tourism.

In 2013, the Global Wellness Institute (GWI) unveiled the inaugural edition of the Global Wellness Tourism Economy report – a landmark study that defined the parameters and characteristics of the emerging wellness tourism sector, estimated its global size, and highlighted its far reaching economic impacts. Since then, this tourism segment has accelerated around the world. This updated Global Wellness Tourism Economy report revisits the framework and definition presented in the inaugural report and provides new data and insights on global, regional, and country-level developments.

Estimated at \$639.4 billion in 2017, wellness tourism is a fast-growing tourism segment that has been growing by 6.5% annually from 2015-2017 (more than twice the growth rate for general tourism). Travelers made 830 million wellness trips in 2017, which is 139 million more than in 2015. Growth has been driven by an expanding global middle class, growing consumer desire to adopt a wellness lifestyle, rising interest in experiential travel, and increasing affordability of flights and travel options. Across regions, Europe remains the destination for the largest number of wellness trips, while North America leads in wellness tourism expenditures. Asia has made the most gains in the number of wellness trips and wellness tourism expenditures, with demand stimulated by strong economies and an expanding middle class.

#### Wellness Tourism by Region, 2017



## WELLNESS FINDINGS/ DOMESTIC VS. INTERNATIONAL WELLNESS TRAVEL

Domestic wellness travel dwarfs international wellness travel, but international wellness trips have been growing faster.

- Globally, domestic travel accounts for 82% of total wellness tourism trips and 65% of expenditures.
- International wellness trips represent a proportionally larger share of expenditures (higher avg spending).
- International wellness tourism trips have also been growing at a faster pace (12% annually) than domestic wellness tourism trips (9% annually) from 2015-2017



# WELLNESS FINDINGS/ WELLNESS TOURISM IS HIGH-YIELD TOURISM.

Wellness tourism is high-yield tourism.

- Wellness travelers spend more per trip than the average tourist, and this holds true for both domestic and international travelers.
- In 2017, international wellness tourists on average spent \$1,528 per trip, 53% more than the typical international tourist.
- The premium for domestic wellness tourists is even higher. At \$609 per trip, they **spend 178% more than the typical domestic tourist.**

## Wellness Tourism Spending Premiums, 2017



Source: Estimates by the Global Wellness Institute, based upon tourism industry data from Euromonitor International



## WELLNESS FINDINGS/ WELLNESS TRAVEL OPPORTUNITIES.

Wellness tourism will continue its growth momentum as more consumers adopt wellness as a key decision driver.

By 2022, GWI projects wellness tourism will:

- Grow at an average annual rate of 7.5%, considerably faster than the 6.4% annual growth forecasted for overall global tourism.
- Reach over \$919 billion, representing 18% of the global tourism market.
- Wellness tourism trips are projected to grow by 8.1% annually to 1.2 billion trips.

### Wellness Tourism Growth Projections, 2017-2022

	Projected Expenditures (US\$ billions)		Projected Average Annual Growth Rate
	2017	2022	2017-2022
North America	\$241.7	\$311.3	5.2%
Europe	\$210.8	\$275.0	5.5%
Asia-Pacific	\$136.7	\$251.6	13.0%
Latin America-Caribbean	\$34.8	\$54.7	9.5%
Middle East-North Africa	\$10.7	\$18.7	11.8%
Africa	\$4.8	\$8.1	11.1%
<b>Total Wellness Tourism Industry</b>	<b>\$639.4</b>	<b>\$919.4</b>	<b>7.5%</b>

*Source: Global Wellness Institute estimates, based upon tourism industry data from Euromonitor International, economic data from the IMF, and GWI's data and projection model*



# THE WELLNESS-MINDED CONSUMER




## WELLNESS-MINDED CONSUMER / WHATS DRIVING GROWTH

“Once upon a time, our contact with wellness was occasional: we went to the gym or got a massage. But this is changing fast: a wellness mindset is starting to permeate the global consumer consciousness, affecting people’s daily decision-making – whether food purchases, a focus on mental wellness and reducing stress, incorporating movement into daily life, environmental consciousness, or their yearning for connection and happiness. Wellness, for more people, is evolving from rarely to daily, from episodic to essential, from a luxury to a dominant lifestyle value. And that profound shift is driving powerful growth.”

- Katherine Johnston, senior research fellow, GWI.

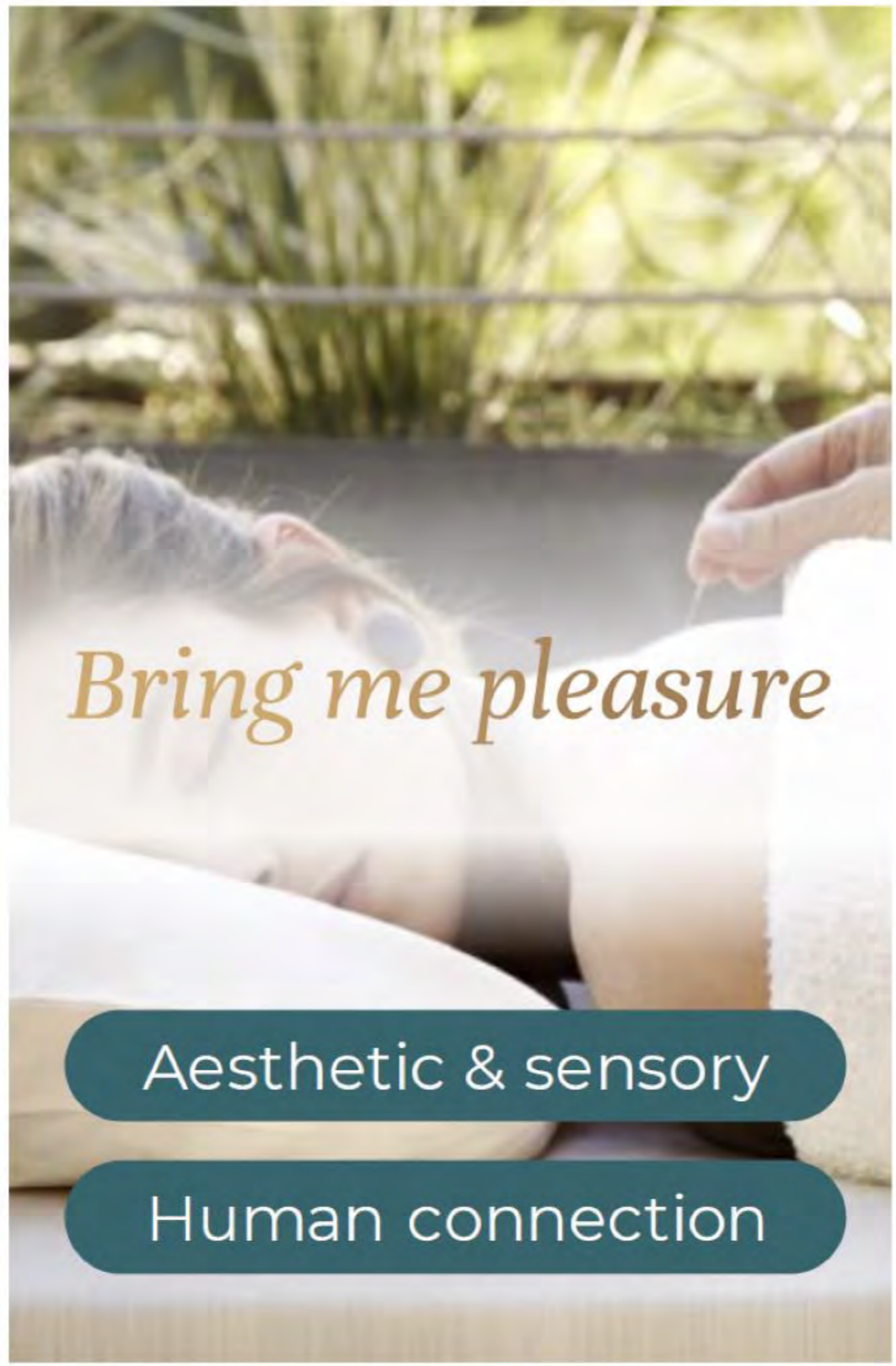


WELLNESS-MINDED CONSUMER /  
WELLNESS ADDRESSES FUNDAMENTAL HUMAN NEEDS.




*Keep me safe & healthy*

- Light, air & water
- Nourishment
- Mobility



*Bring me pleasure*

- Aesthetic & sensory
- Human connection

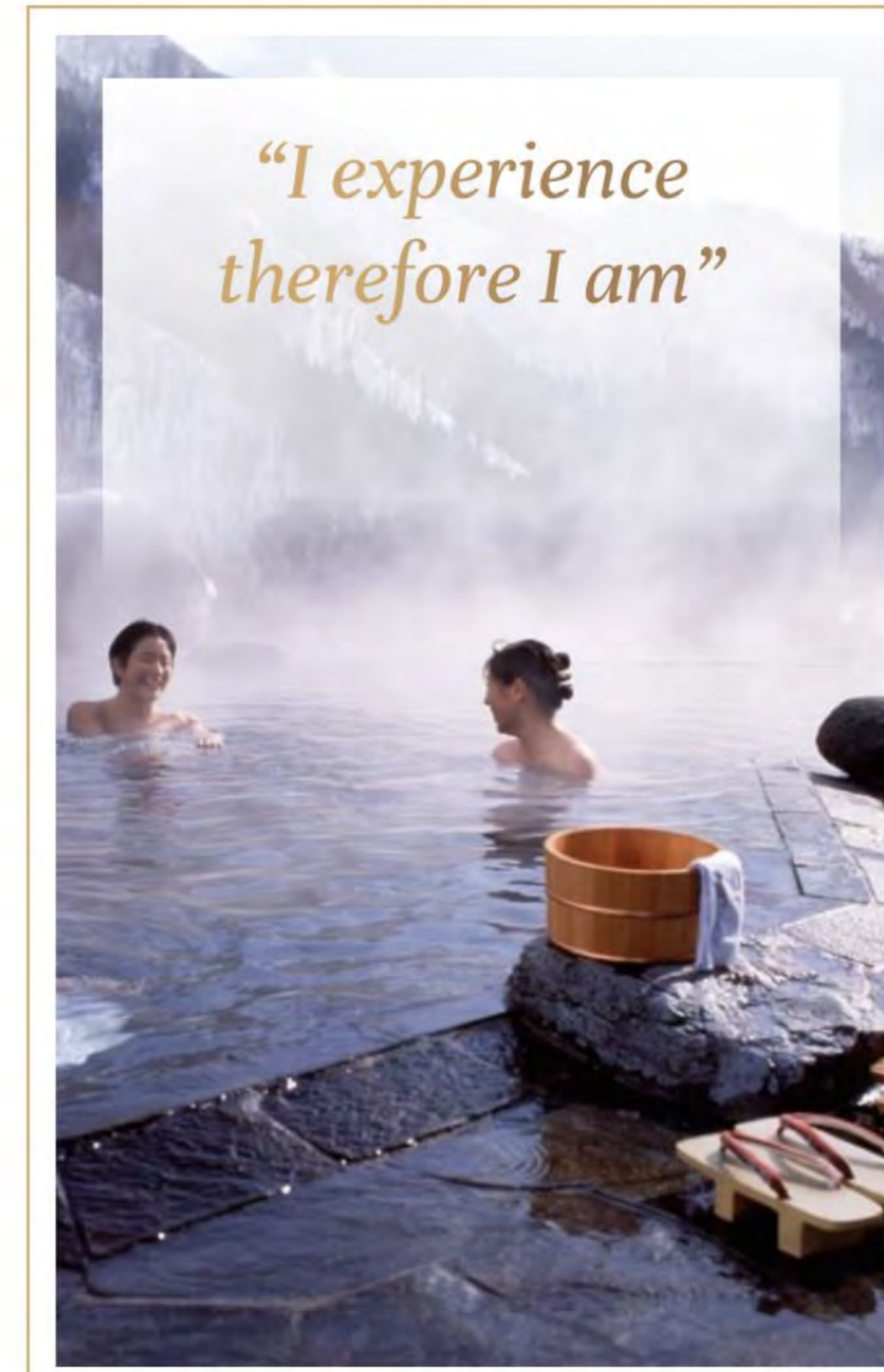
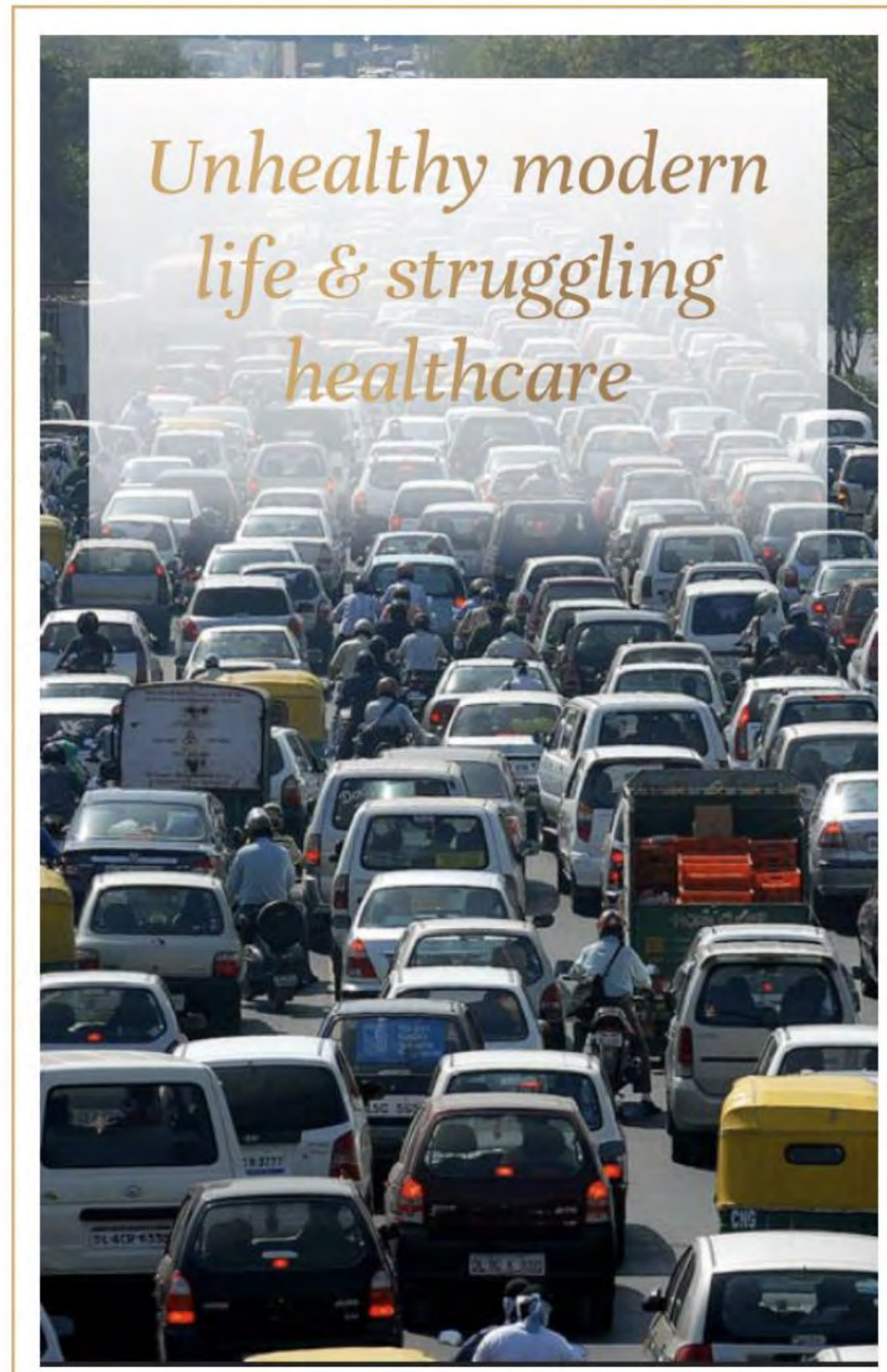


*Help me fulfill my potential*

- Meaning
- Creativity
- Self esteem

WELLNESS-MINDED CONSUMER /  
**SOME OF MANY DRIVERS FUELING GROWTH OF WELLNESS.**

Today these needs are stronger than ever.



## WELLNESS-MINDED CONSUMER / WHO IS THE WELLNESS TRAVELER?

The wellness tourism market includes two types of travelers:

- **primary wellness travelers**, motivated by wellness to take a trip or choose their destination based on its wellness offerings (e.g., someone visiting a wellness resort or participating in a yoga retreat)
- **secondary wellness travelers**, seek to maintain wellness or engage in wellness activities during any kind of travel (e.g., someone who visits a gym, gets a massage, or prioritizes healthy food when they take a trip).
- Secondary wellness travelers account for the bulk of wellness tourism trips and growth: 89% of trips and 86% of expenditures.



# WELLNESS-MINDED CONSUMER / WHO IS BUYING WELLNESS TOURISM?

The results of Wellness Tourism Association Survey:

- Over 92% female
- Majority between 35 – 55



# WELLNESS-MINDED CONSUMER / WHO IS BUYING WELLNESS TOURISM?

The customer:

A good way to find what type of customer you are seeking is to do a Pinterest or Google image search of your offerings. This is an example of beach yoga - what does it tell you?



Wellness Tourism  
Association





# WELLNESS-MINDED CONSUMER / WHO IS BUYING WELLNESS TOURISM?

The customer:

A meditation class in New York might reveal a less  
typical group of people.



Wellness Tourism  
Association



## WELLNESS-MINDED CONSUMER / WHO IS BUYING WELLNESS TOURISM?

A suggestion to think about:

- Know what type of customer you want
- Classify by priority your primary and your secondary target group
- Develop your promotional material to these two categories
- Find tour operators, websites, lifestyle magazines and any other public media that your target market relates to.



# WELLNESS-MINDED CONSUMER / UNDERSTAND YOUR TARGETS.

## Baby Boomers: born 1946 to 1964

- Make a difference
- Consensus/team
- Experiment/try new things
- “Imagine if...”
- Save time
- Features and benefits



## WELLNESS-MINDED CONSUMER / UNDERSTAND YOUR TARGETS.

Generation X: born 1965 to 1980

- It's your time ...
- You will benefit by ...
- Best, finest, world-class
- This is in your best interest

Be real, authentic, results!



## WELLNESS-MINDED CONSUMER / UNDERSTAND YOUR TARGET

### Generation Y: born 1982 to 2002

- Global citizen and connectedness
- Diversity and creativity
- Meaningful
- Entertaining and fun

Treat as a human being  
not as a customer



# WELLNESS-MINDED CONSUMER / WHO IS BUYING WELLNESS TOURISM?

Examples of potential customers:

- **Traditionalist** - mature, comfortable with the current vacation type, time with family - sell them your values
- **Goal oriented** - a younger group, focused, research, successful - sell them your credibility and success
- **Adventurists** - Educated, research, risk taking, looking for unique genuine experiences - sell them your excitement, ability to contribute to local culture/community
- **Experts** - more mature, understand wellness, want to find ways to improve their quality of life - sell stability, expertise of the team and the knowledge base of your programs.



WELLNESS-MINDED CONSUMER /  
IT'S NOT ALWAYS WHO YOU THINK.



<https://www.doyouyoga.com/im-richard-widmark-and-this-is-how-i-yoga-58847/>

# WELLNESS-MINDED CONSUMER / WHO IS BUYING WELLNESS TOURISM?



Sometimes we do not always understand our customers motives





# WELLNESS TRAVEL TRENDS

*sleep*

# WELLNESS TRENDS / OPTIMIZING SLEEP – A GROWING MARKET OF PRODUCTS & SERVICES

- **Optimizing Sleep Environment**  
Lighting, scent, “Golden Age of Mattresses,”  
sleepwear, sound
- **Priming body for sleep**  
Sleep Drinks & remedies
- **Monitoring, tracking sleep**  
Devices & apps
- **New Sleep Services**  
Nap bars, sleep retreats ... Even Concerts



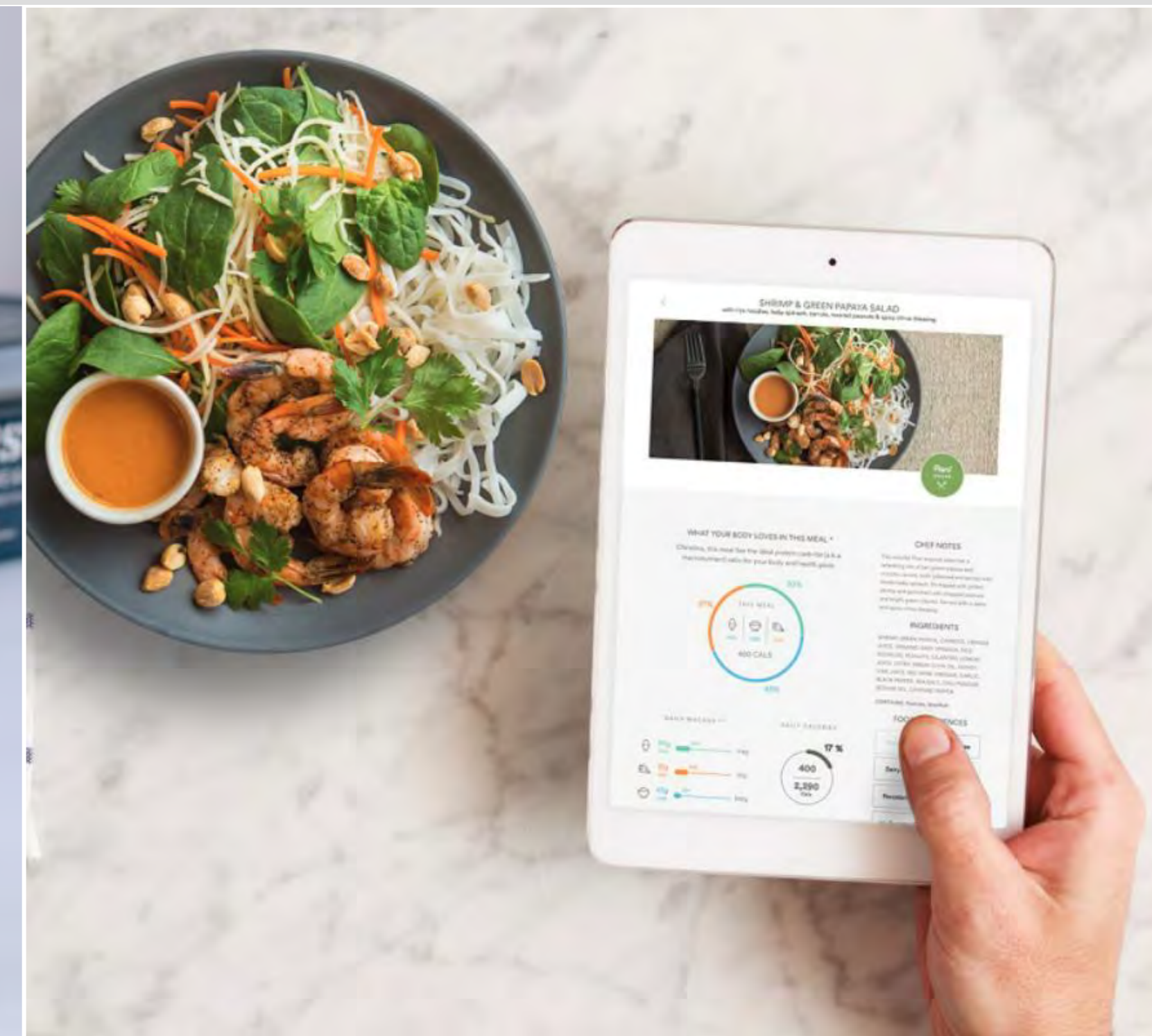
  
GRAND RESORT  
BAD RAGAZ  
\*\*\*\*\*



# WELLNESS TRAVEL TRENDS / YOU ARE WHAT YOU EAT.

## The rise of Nutrition as a lifestyle.

- **Healthy Convenience**  
“deskfast,” healthy snacks, healthy meal kits, healthy frozen foods.
- **Plant-based diets**  
Animal-free eating for vegans, vegetarians, and flexitarians
- **Gut Health**  
Probiotics
- **Data-driven, personalized nutrition**  
Metabolism tracking, DNA-based nutrition/Nutrigenomics



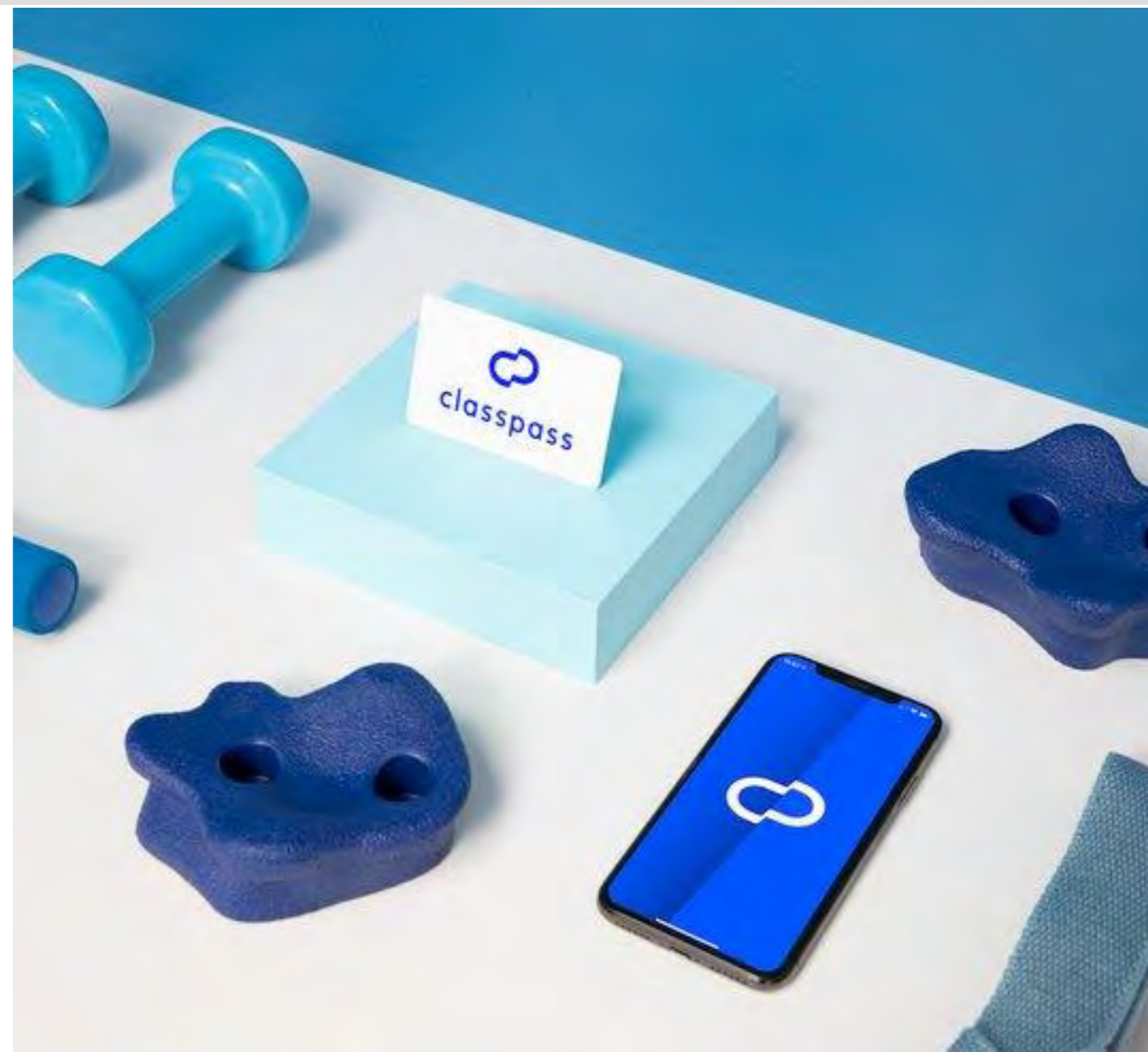
# WELLNESS TRAVEL TRENDS / EVERYDAY ATHLETES.

The rise of a professionalized approach to fitness.

- **Sports anytime anywhere**  
Flexible fitness classes, 24hour gyms & home streaming
- **Fitness-optimized fashion, food & beauty**  
Athleisure, workout make-up, performance foods
- **Fitness for community**  
Boutique gyms & health clubs, community events
- **More inclusive fitness**  
Senior fitness, women's fitness, slow fitness



**MIRROR**



# WELLNESS TRAVEL TRENDS / BEAUTY BLITZ.

A whole new world of beauty brands shaking up the industry

- **All-natural & clean beauty**  
Vegan, food-grade, synthetic-free
- **Inclusive & diverse**  
Celebrating imperfection, greater representation, genderless cosmetics, transparent pricing models
- **High-tech & personal**  
Customized & data-driven skin care
- **Beauty distribution disrupted**  
Beauty in fitness centers, direct-to-consumer beauty, on-demand beauty services



EQUINOX

Glossier.



# WELLNESS TRAVEL TRENDS / MASTERING THE MIND.

Taking our mental wellbeing into our own hands.

- **Workplace mental health**  
Workplace meditation programs.
- **Meditation on transport**  
Uber, rail, air travel, calming car tech
- **From stress to mood management**  
ASMR, mood enhancing scent
- **Destigmatization**  
Celebrities open up, brands address vulnerability



# WELLNESS TRAVEL TRENDS / THE ALIGNMENT OF CONSCIOUS AND EXPERIENTIAL TRAVEL.

## A Platform for Change

### *Leading hospitality forward*

1 Vision. The future of the world and the future of hospitality are one in the same. 1 Hotels aspires to be a platform to spark conversations, between innovators and guests, that transform the industry in our lives.

- Purposeful, conscious brands and hotels companies
- Community impacts vs. global causes and associations
- Consumer demand, aligned associates



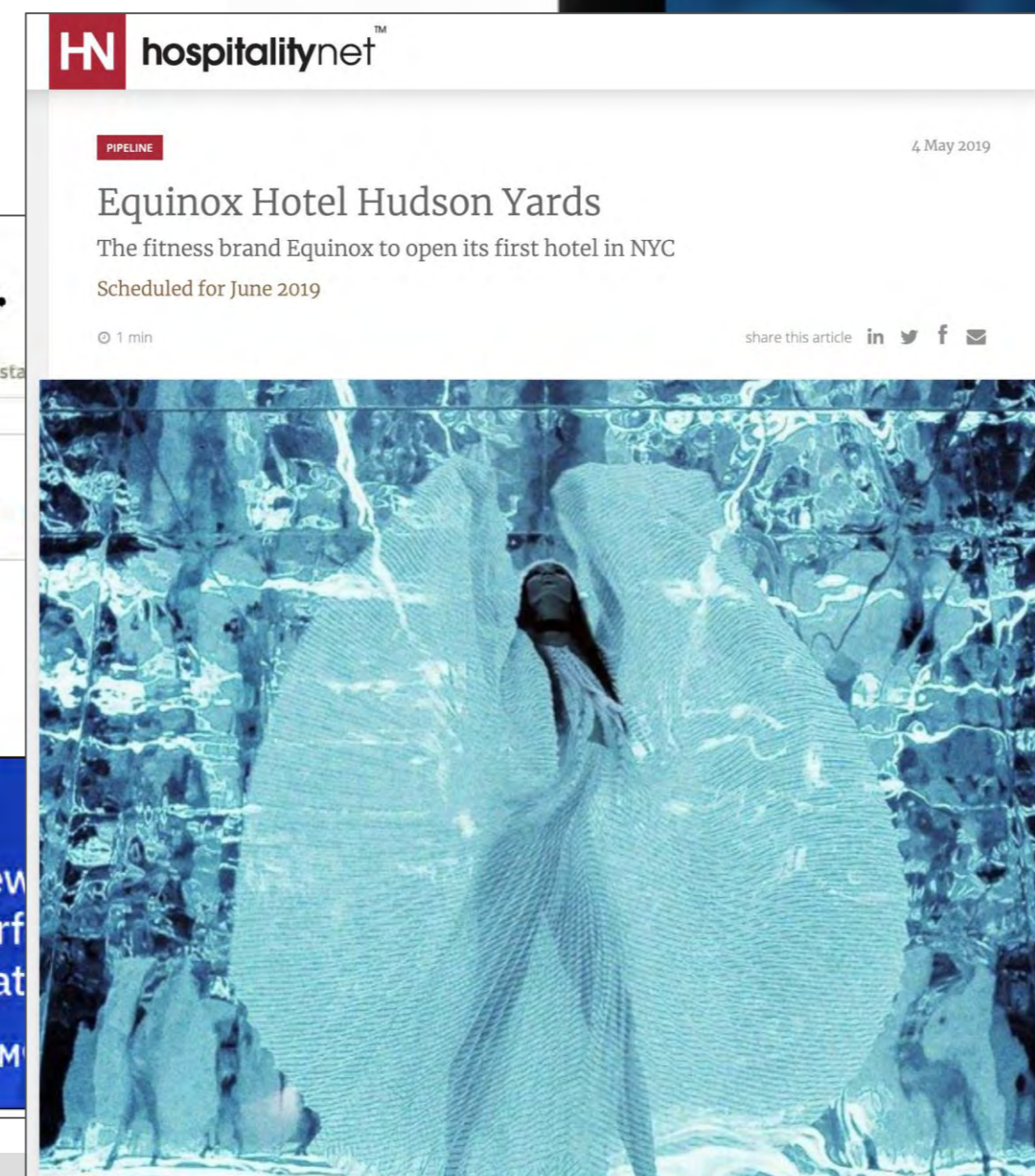
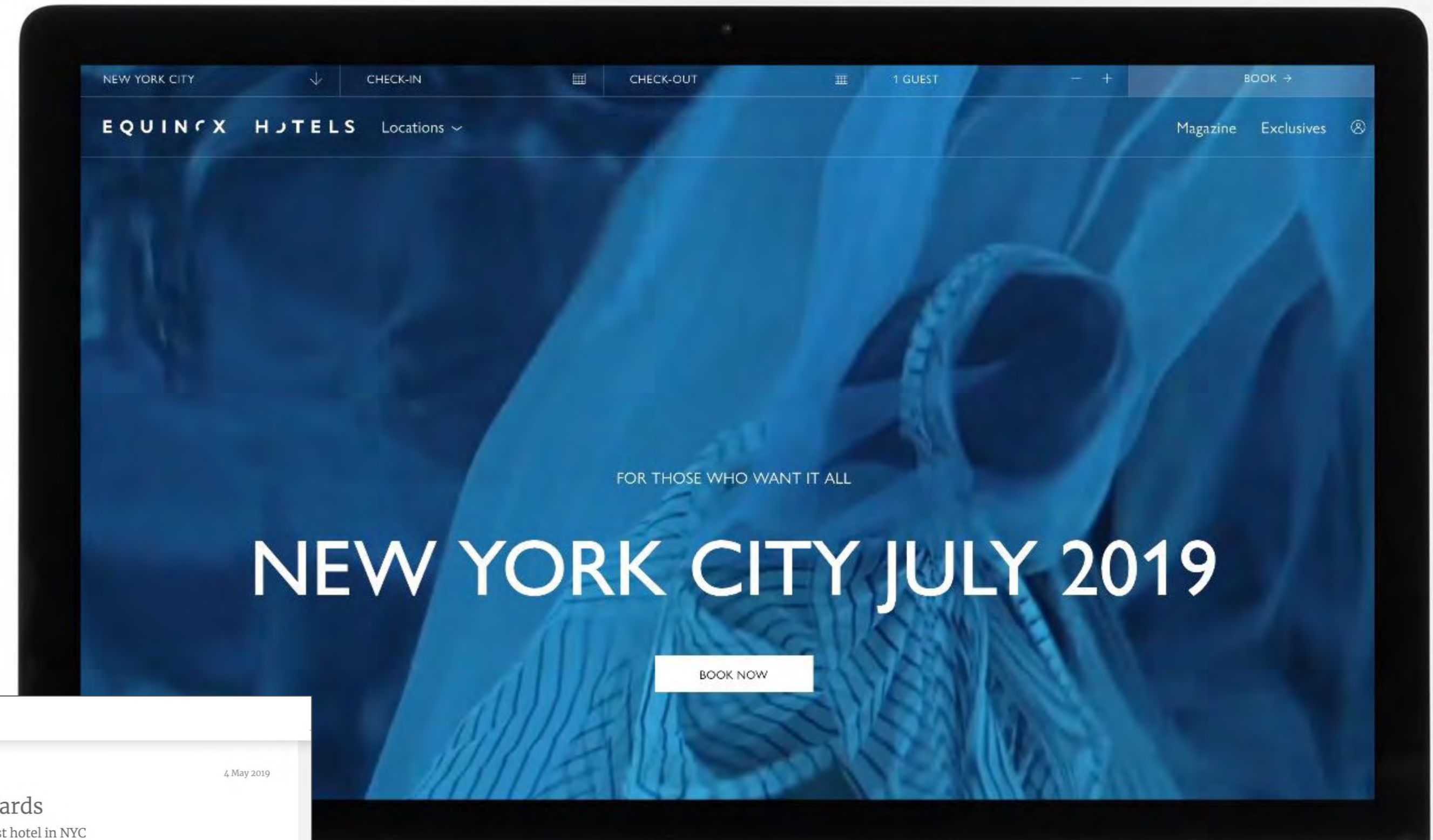
WELLNESS TRAVEL TRENDS /  
**WELLNESS, LUXURY & DESIGN COLLIDE.**





# WELLNESS TRAVEL TRENDS / WELLNESS, LUXURY & DESIGN COLLIDE.

- Luxury wellness positioning around *life* – not an ‘add on’
- Battle of unique experiences vs. loyalty programs
- Big brands: ‘marketing fluff’ versus substance
- Soft brands



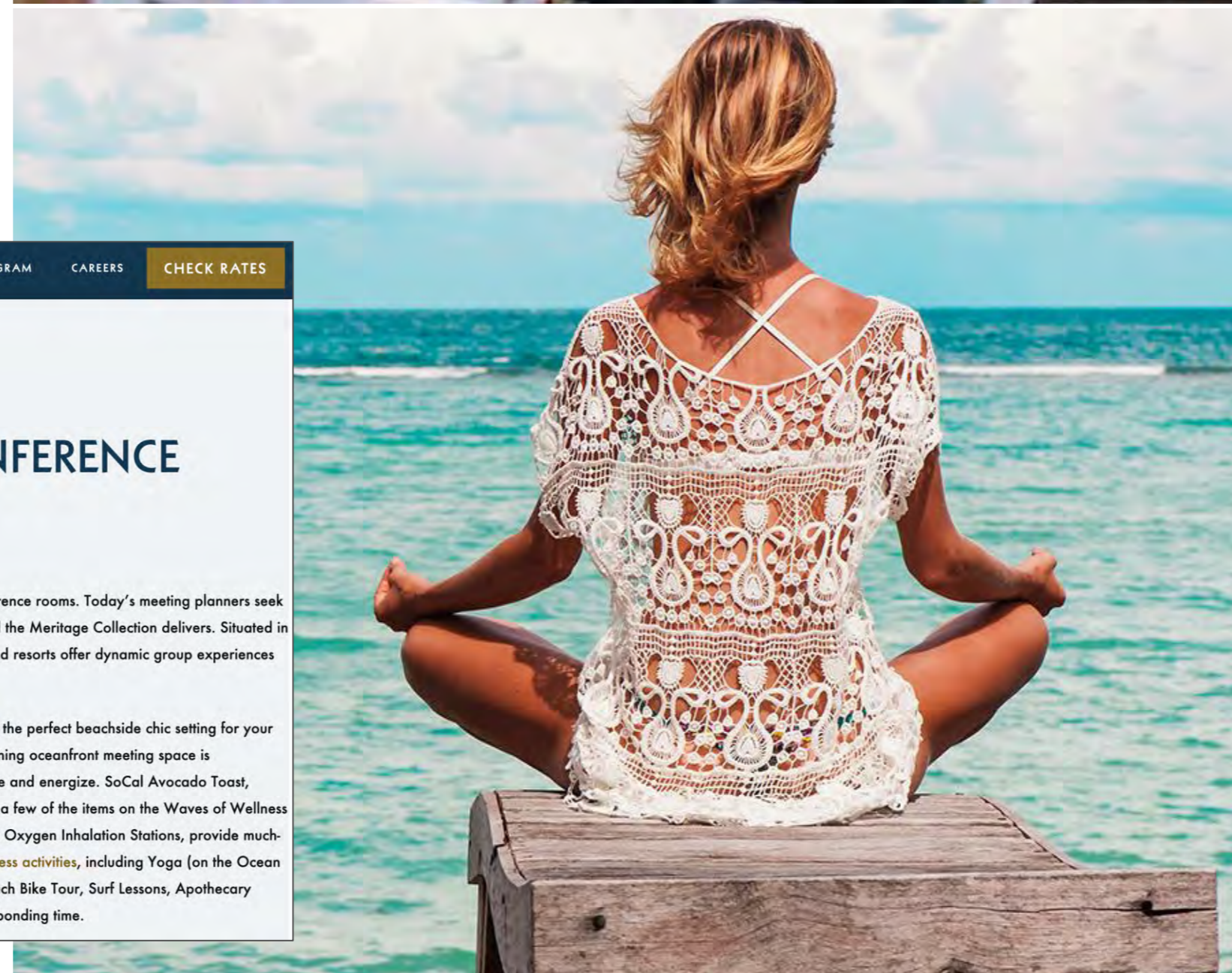
## WELLNESS TRAVEL TRENDS / WORK, WELL, CHILL – THE EVOLUTION OF BLEISURE.

- Short wellness getaways coupled with business trips
- Primary/secondary wellness lines will be blurred – ‘point and go’ off a work trip
- Business needs dictate destinations and timing
- City/convention destinations




# WELLNESS TRAVEL TRENDS / WELLNESS WILL TAKE A BIGGER ROLES AS A DIFFERENTIATOR TO WIN GROUPS.

- Optimizing productivity of groups message
- F&B focused marketing (but recognize the burger and nachos are far from dead)
- Fun and escapism balanced with personal health



M OUR RESORTS OFFERS PLAN YOUR EVENT STORIES NEWSROOM PARTNERS LOYALTY PROGRAM CAREERS CHECK RATES



### THE MERITAGE COLLECTION BEYOND THE CONFERENCE ROOM...

Long gone are the days of team meetings in stuffy conference rooms. Today's meeting planners seek vibrant, educational experiences for their attendees, and the Meritage Collection delivers. Situated in stunning California destinations, these beautiful hotels and resorts offer dynamic group experiences for productive, successful meetings.

Overlooking the Pacific Ocean, **Paséa Hotel & Spa** is the perfect beachside chic setting for your next group event. More than 34,600 square feet of stunning oceanfront meeting space is complemented by a nourishing menu designed to engage and energize. SoCal Avocado Toast, Green Energy Smoothie, and Super Food Salad are just a few of the items on the Waves of Wellness menu. Wellness Refreshers, such as Chair Massages and Oxygen Inhalation Stations, provide much-needed short breaks, while a variety of **fitness and wellness activities**, including Yoga (on the Ocean Lawn, beach, or by candlelight indoors), Huntington Beach Bike Tour, Surf Lessons, Apothecary Workshop, Oxygen Bar, and more offer valuable team bonding time.

# WELLNESS TRAVEL TRENDS / MEMBERSHIP CLUBS AND COMMUNITIES WILL INFLUENCE TRANSIENT WELLNESS TRAVELERS.

- Enhanced workplace wellness expectation bleeds into travel expectations
- Trust of existing networks and influencers is starting point for travel planning

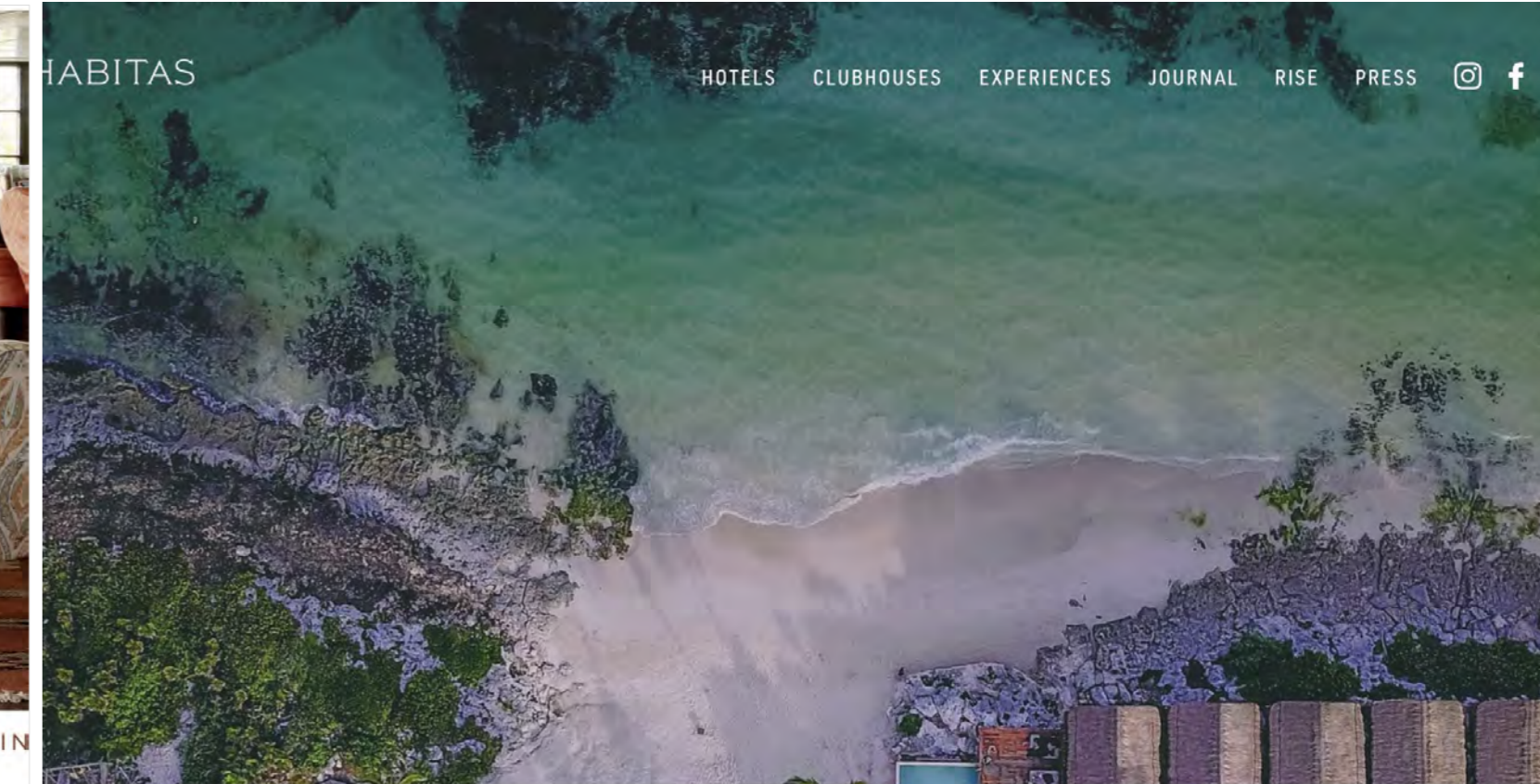


SOHO HOUSE & CO

LOG IN

Founded in London in 1995 as a private members' club for people in the creative industries, Soho House & Co has since opened clubs across Europe, North America and Asia, as well as restaurants, cinemas, workspaces, spas and bedrooms.

[Read More](#)



HABITAS

HOTELS CLUBHOUSES EXPERIENCES JOURNAL RISE PRESS



## OUR HOTELS

We call our hotels, homes. Designed to support the unique ways that we like to gather, our homes redefine the conventional hotel experience. Privacy, nature, music, wellness and exquisite communal spaces add an element of purpose to each stay.

For some people our homes are a place to disconnect from technology, work or life - for others it's a chance to reconnect with the people and things that matter

**M**  
MIDTOWN  
ATHLETIC CLUB

samadhi

RIDE

EVERYBODYFIGHTS

EXPLORE STUDIOS >

THE FIELD.

THEATER

THE SPA  
AT MIDTOWN

Chromi

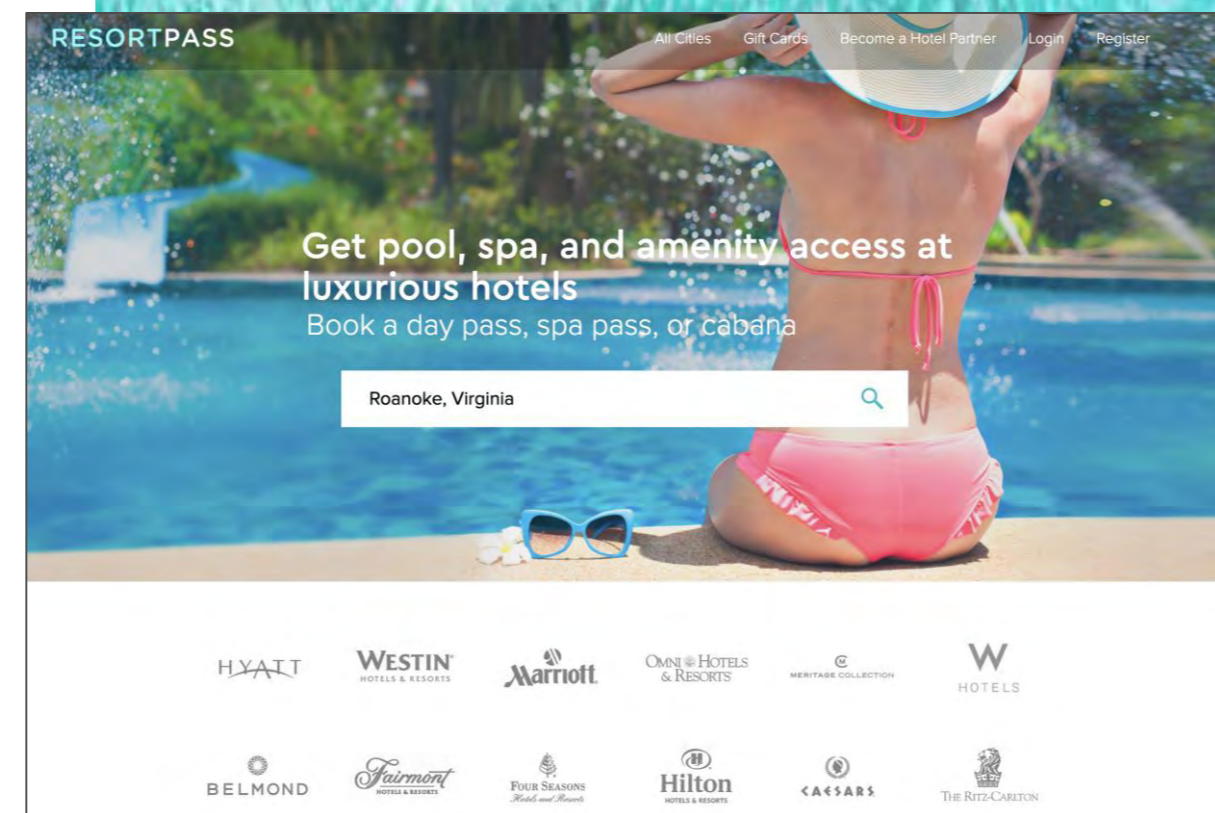
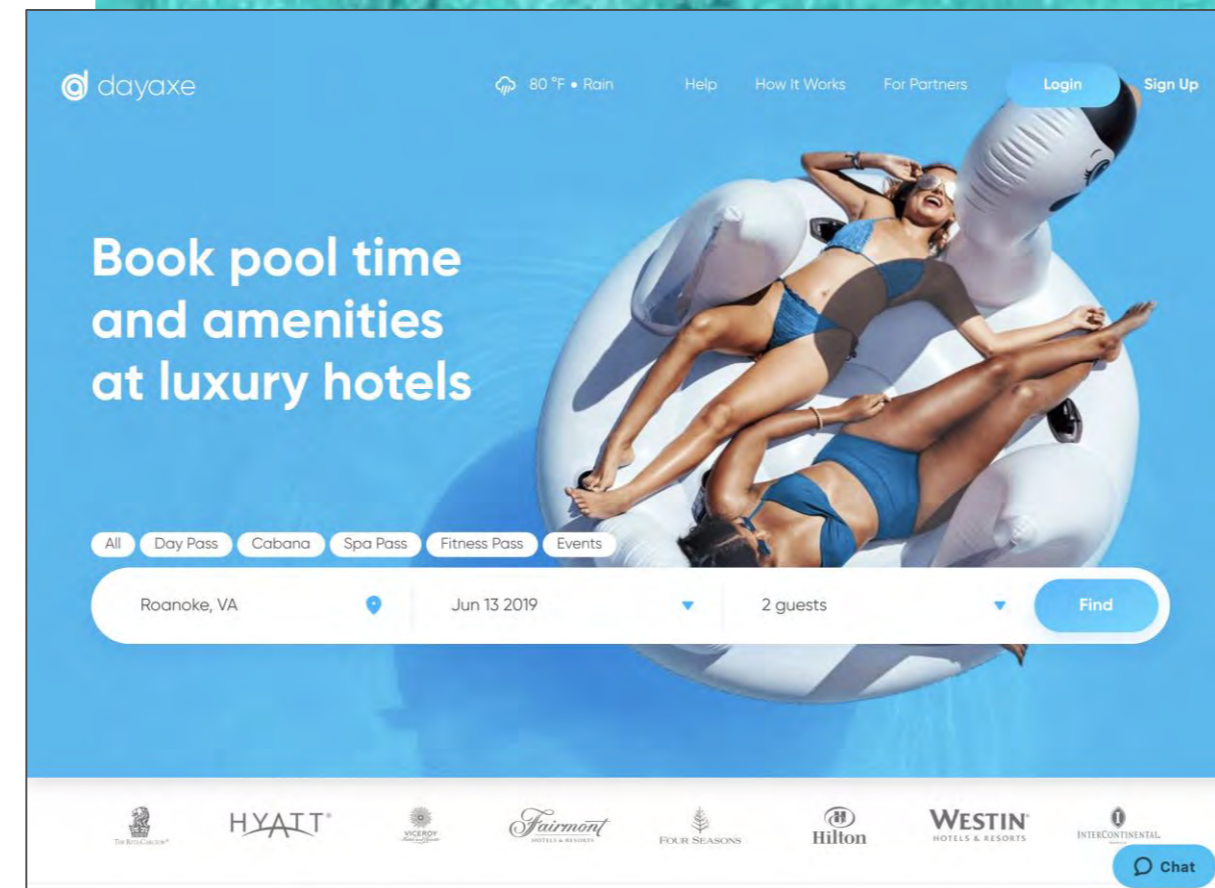
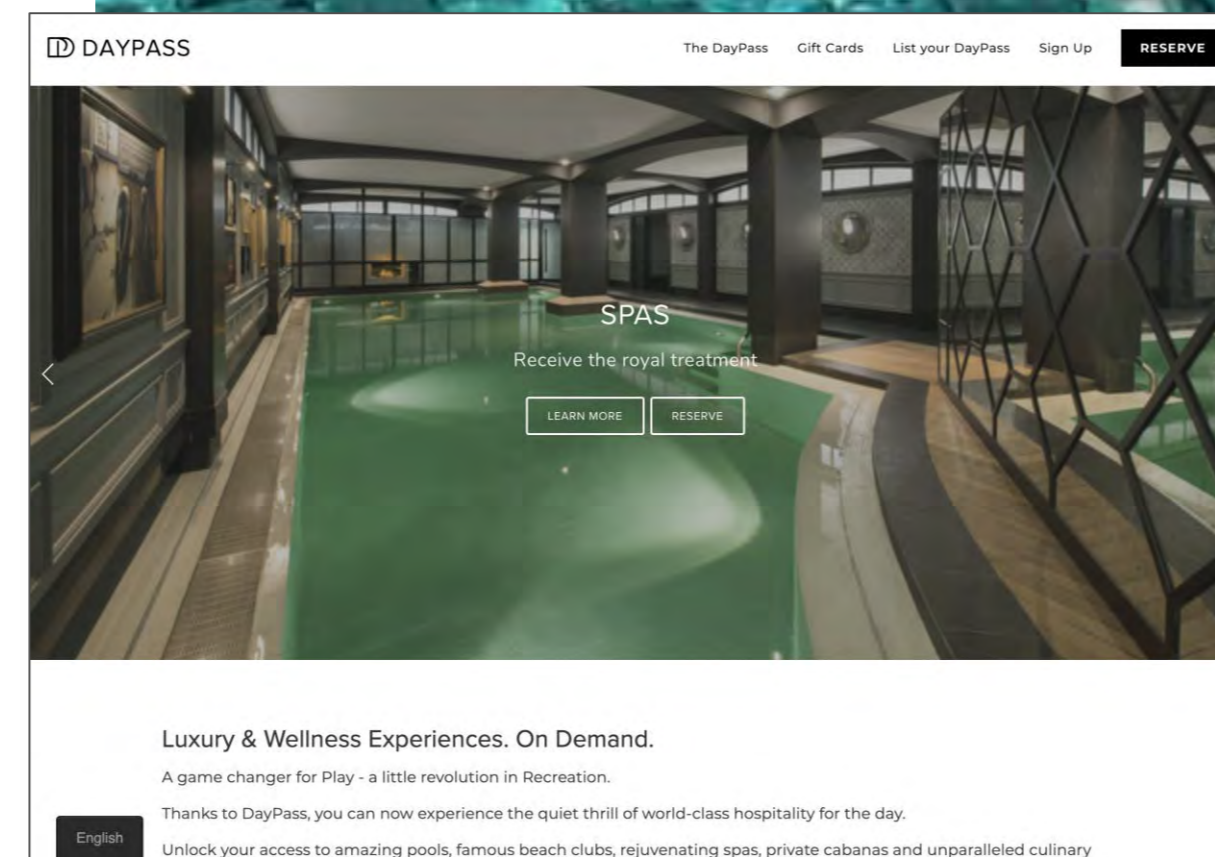
# WELLNESS TRAVEL TRENDS / NEW-LUXURY WILL GET A DEFINITION; DISCONNECTION, NATURE WILL BE HIGHLIGHTED.

- Luxury eco camping/glamping
- Airstreams & RVs
- Tiny Homes
- Certified home sharing
- Eco-resorts



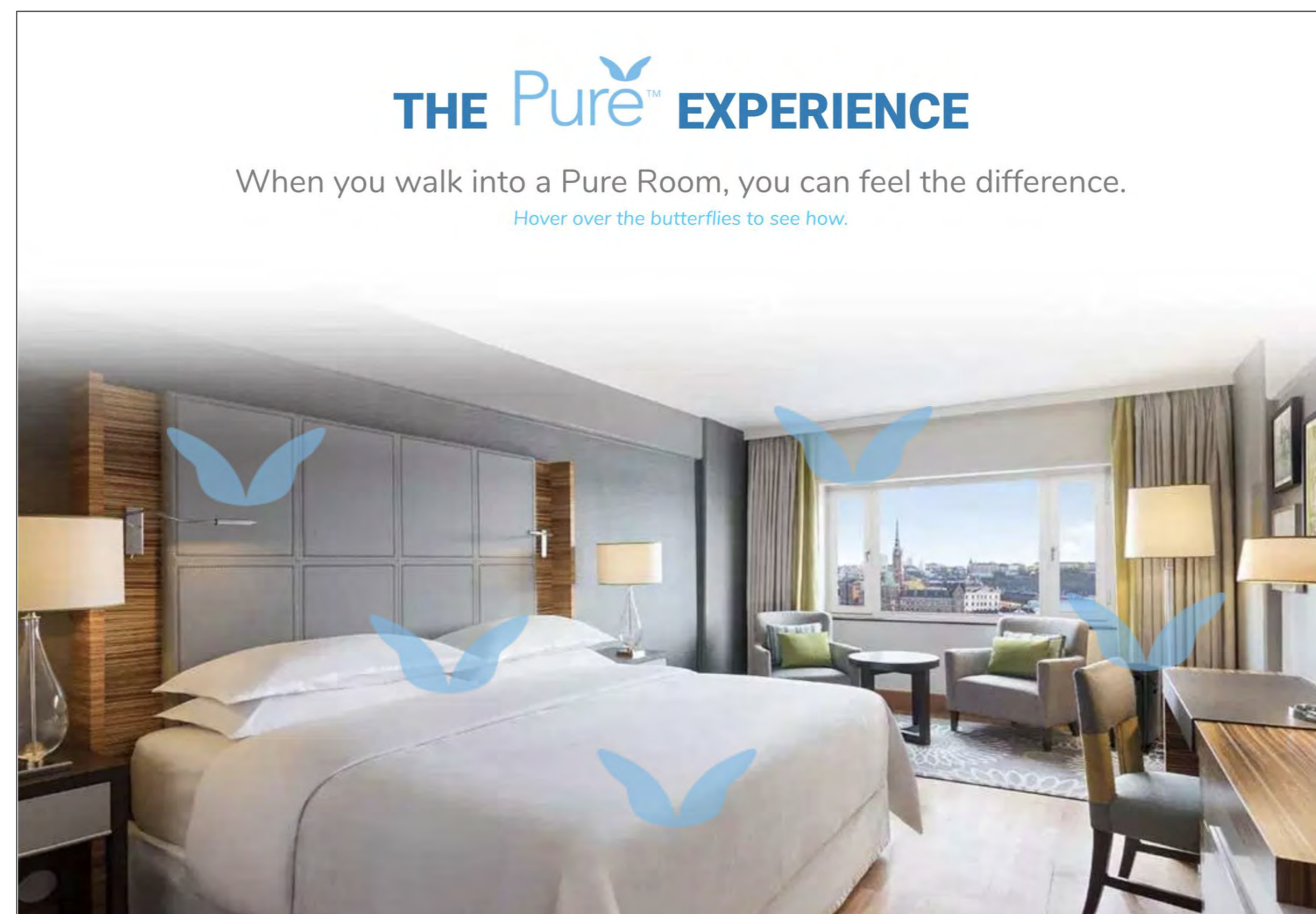
# WELLNESS TRAVEL TRENDS / MORE MONETIZATION OF WELLNESS USING EXISTING HOTEL INFRASTRUCTURE.

- Wellness experiences everyday and part of destination trips
- Improved transparency, direct insight for guests.



# WELLNESS TRAVEL TRENDS / WELLNESS ADD-ONS WILL BE USED AS A VIP OFFER AND TOOL TO DRIVE RATE.

- Wellness platforms and 'in the box' services
- Partnerships/ trial of product
- The next frontier – beyond the guest room



# WELLNESS TRAVEL TRENDS / IMMERSIVE BRAND AND PRODUCT EXPERIENCES; INDEPENDENTS WILL LEAD GROWTH.

- CBD amenities, no-alcohol spirits or IV infusions
- Retail brands bring deep guest connections
- Cannabis will meet luxury





## WELLNESS TRENDS / **WELLNESS + HOTELS: 2020 & BEYOND.**

1. Growing market of products and services to optimize sleep
2. The rise of Nutrition as lifestyle
3. A professionalized approach to fitness
4. New world of beauty brands shaking up the industry
5. Taking our mental wellness into our own hands
6. Conscious and experiential travel grow in tandem
7. Luxury and design collide with wellness
8. Work-well-chill: Bleisure evolves
9. Wellness becomes a groups differentiator
10. Membership clubs influence travel
11. New-luxury gets defined: disconnection + nature
12. More aspects of hotels get monetized with wellness taking the lead
13. Wellness add-ons get big (rooms and more)
14. Immersive product and brand experience meet hotels





**GENERATING AWARENESS**



# LEVERAGING WELLNESS PERSONALITIES



WELLNESS PERSONALITIES /

## EXPERTS BEHIND SUNRISE SPRINGS SPIRITUAL SERVICES



### JESSICA IBARRA, SPIRITUAL GUIDE

Originally from Puerto Rico, Jessica came to New Mexico, 3 years ago. She has been helping people with their spiritual journeys since 2008. Being a Reiki Master, a Curandera in the Mexican Healing Tradition and a Tarot Card Reader, she considers herself an instrument of the light.

Jessica is guided by the wisdom of all faiths and feels that all religions are necessary. Through her practice she shares blessings, believing that the more people she helps the more blessings our world receives, and in this way there is no limit to the abundance of blessings in the world.



### JADE GONZALEZ

Jade is a facilitator of the 'Medicine Drum Circle' and a 'Spirit Animal Communicator'. She has worked alongside tribal chiefs and prominent medicine carriers, deepening and expanding her medicine path. Jade works extensively with individuals, families and corporate groups, sharing her gifts, which she believes we all carry, but not always knowing how to connect to this source within us.

Jade obtained her 'Master of Hypnotherapy' via extensive training in the field of clinical hypnotherapy. She has merged these energies into a modality of shared healing ways, which have been recognized and utilized by many. Jade's native roots are from the Iroquois Nation, her tribal affiliation is Seneca.

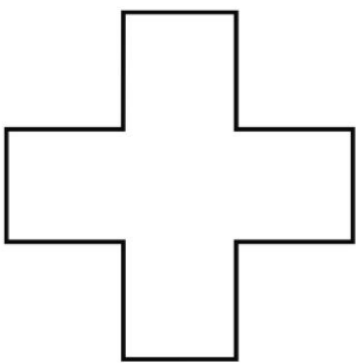
WELLNESS PERSONALITIES /

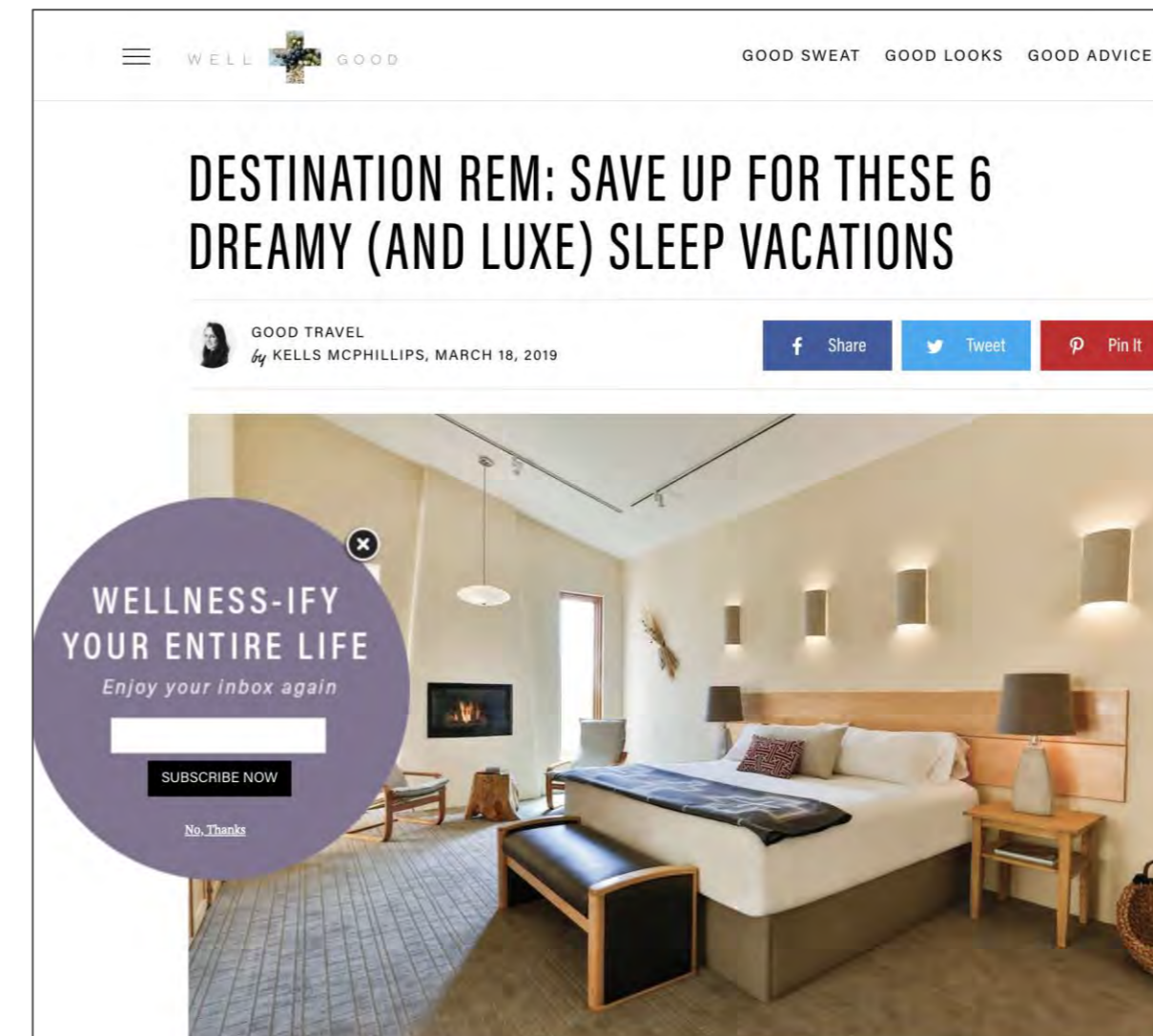
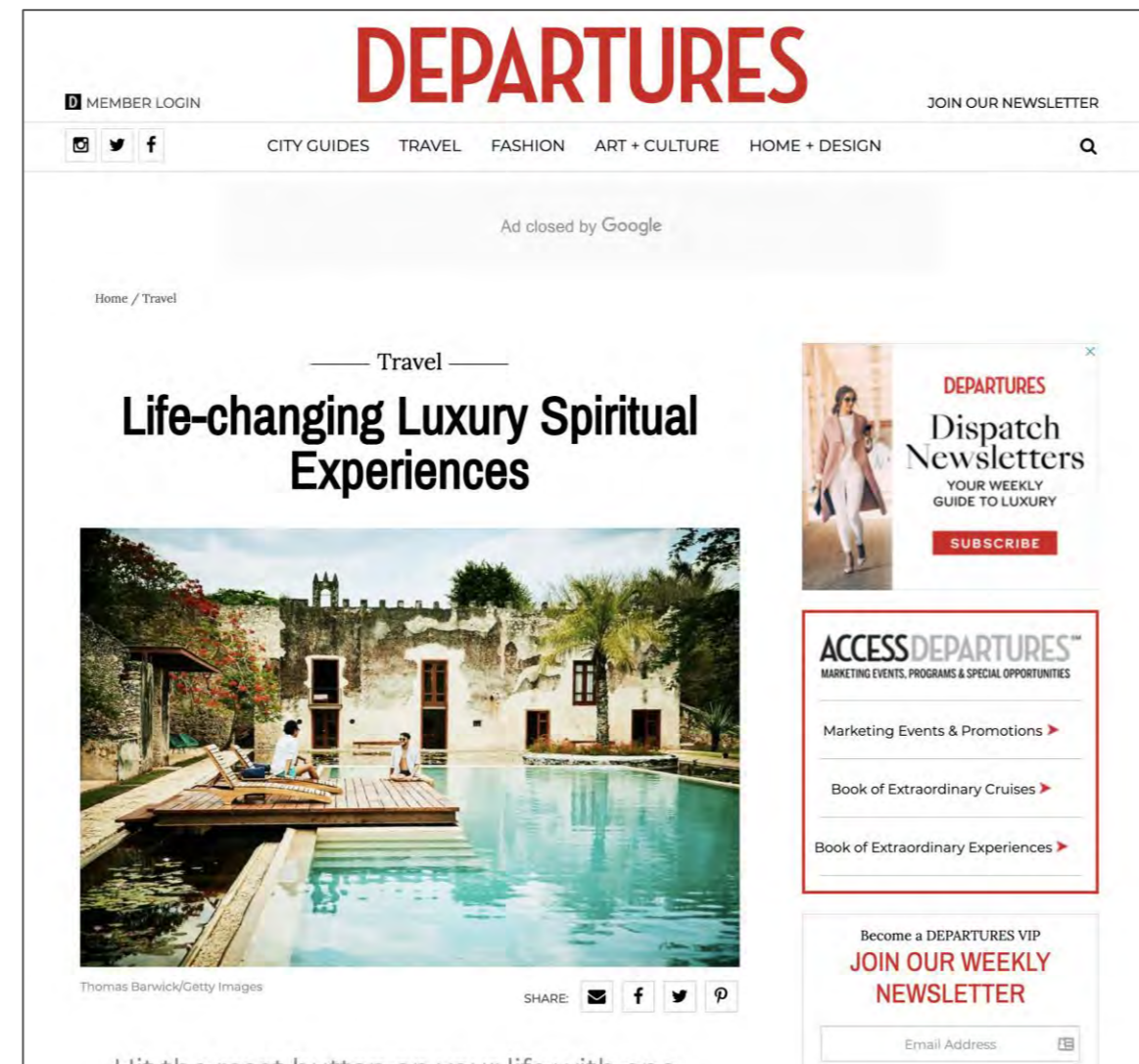
2019 SUNRISE  
SPRINGS COVERAGE

american spa

DEPARTURES

Condé Nast  
**Traveler**

WELL  GOOD



# WELLNESS PERSONALITIES / DIVERSIFYING CONTENT WITH JUMBY BAY

Hawkins International secured Well + Good's Social Media Manager (666k followers), to visit Jumby Bay Island and leveraged the spa's key spokespeople, including Spa Director, and utilized emerging platforms such as IGTV and Facebook Live to introduce the oasis to new audiences.



WELL + GOOD

GOOD SWEAT GOOD LOOKS GOOD ADVICE GOOD FOOD GOOD TRAVEL GOOD HOME

## GOOD TRAVEL

**WHY YOU'RE ABOUT TO HEAR A LOT MORE ABOUT SOLOISH TRAVEL**

Someone's gotta take those pictures of you, right?

**4 AIRBNBS IN ATHENS, GREECE, THAT WILL MAKE YOU FORGET ALL ABOUT MYKONOS**

The past few years, the capital city has been churning out all of the culture—and we're here for it.

POPULAR TAGS NEWS, CELEBRITIES, HAPPINESS & CONFIDENCE, NUTRITION TIPS, HOLISTIC HEALTH

**LIVE OUT YOUR 'BIG LITTLE LIES' REAL ESTATE DREAMS IN THESE MONTEREY VACATION COTTAGES.**

Screenshot

**EXCLUSIVE PERKS FOR TRAINERS**

JOIN NOW



# WELLNESS PERSONALITIES / JUMBY BAY RESULTS

## Instagram Story

Takeover on [@IAmWellAndGood](#) to highlight the full trip itinerary and spa renovations

- Total Story Views: 386,364
- Average of 25k views per slide
- Total Taps on [@JumbyBayResort](#) Tag: 9,236
- Total New [@JumbyBayResort](#) Followers: 302

## Instagram post

on [@IAmWellAndGood](#) highlighted Jumby Bay's wellness offerings and drove traffic to Instagram Story

- Total Likes: 2,557
- Total Comments: 26

## Facebook Live Interview

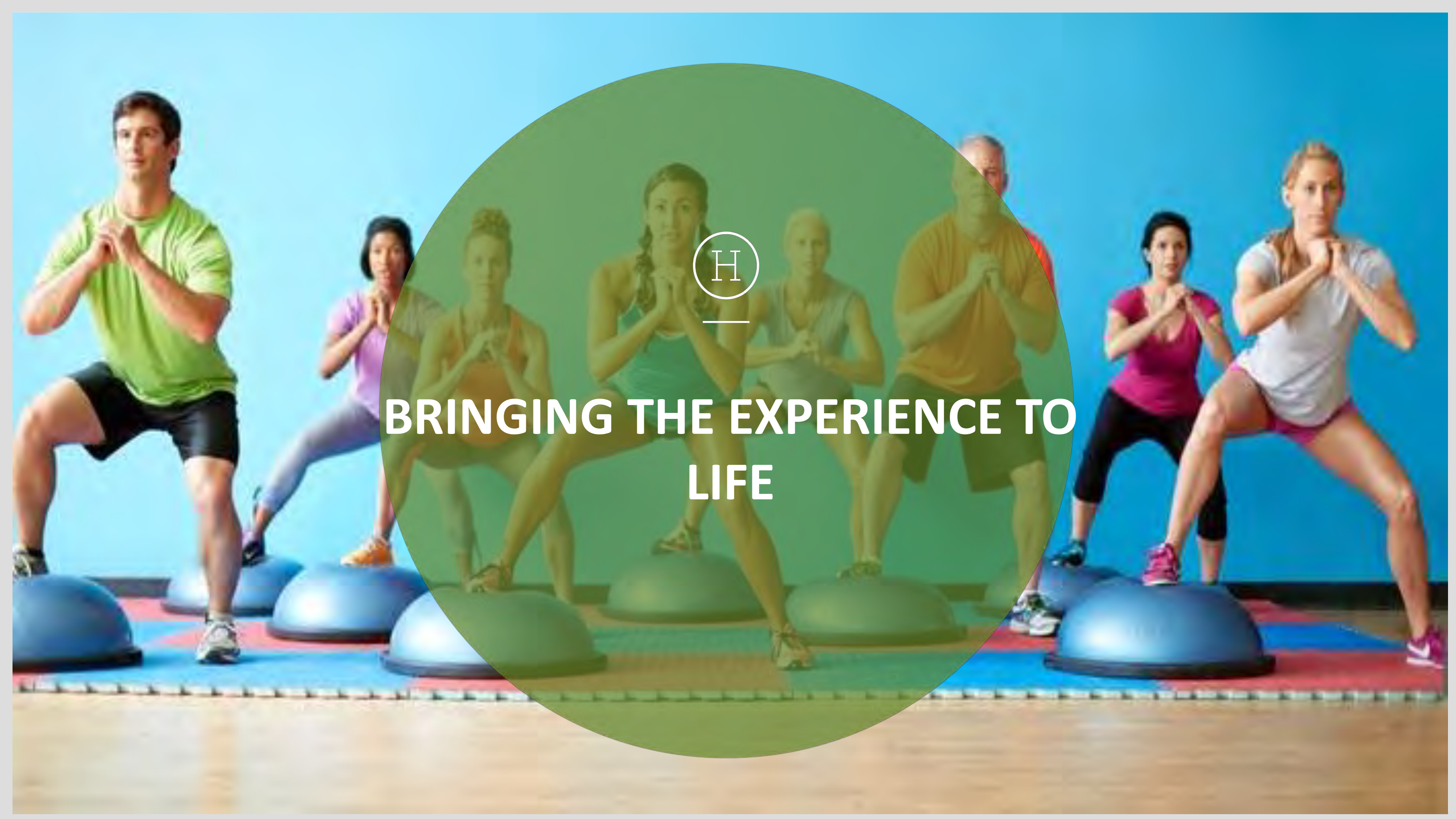
with Spa Director to discuss the recent renovations and treatment offerings at The Jumby Bay Spa

- Total Views: 2.5k
- Total Engagement: 20 likes, 11 shares and 1 comment

## IGTV segment

To tour the new spa facilities and provide additional details on guest experience at the spa

- Total Views: 1.8k
- Total Engagement: 50 likes and 4 comments



**BRINGING THE EXPERIENCE TO  
LIFE**



# BRINGING EXPERIENCE TO LIFE / YO1 WELLNESS CENTER TAKEOVER AT HEARST'S THE CLUB

Located on the top floor of Hearst Tower, THE CLUB is a 9,000 sq ft facility exclusively available to all full-time NY employees

Hawkins secured an onsite **YO1 takeover at TheCLUB**, including a YO1 yoga class, Ayurvedic massages and dosha readings.

The goal of the partnership was to build brand awareness across an influential audience within Hearst Tower in Manhattan.

- 70x Attendees**

Word about the YO1 pop-up event spread around Hearst and attendee numbers exceeded expectations

- 50x editors** participated in offerings

- 14x editors for YO1 yoga class**

(maximum class size is 14x) including editors from *Women's Health*, *Cosmo*, *Redbook*, *Elle* and *HGTV*

- 25x email sign-ups**

For YO1's database for targeted e-marketing efforts, including editors from *Oprah Magazine*, *Prevention*, *Town & Country*, *ELLE*, *Marie Claire*, *Women's Health* and more!

- 1x direct booking**

One attendee heard about the event, popped down for a massage and booked a YO1 stay within the hour!



# BRINGING EXPERIENCES TO LIFE / CONDE NAST & MEREDITH CHEF APPEARANCES

VOGUE

BRIDES

DEPARTURES

SHAPE

Health

EatingWell  
WHERE GOOD TASTE MEETS GOOD HEALTH

VANTY FAIR



2x Major Publishing House Events  
70x Opt-in Emails  
90+ YO1 Dishes Purchased





# TAPPING INTO LIKE-MINDED AUDIENCES

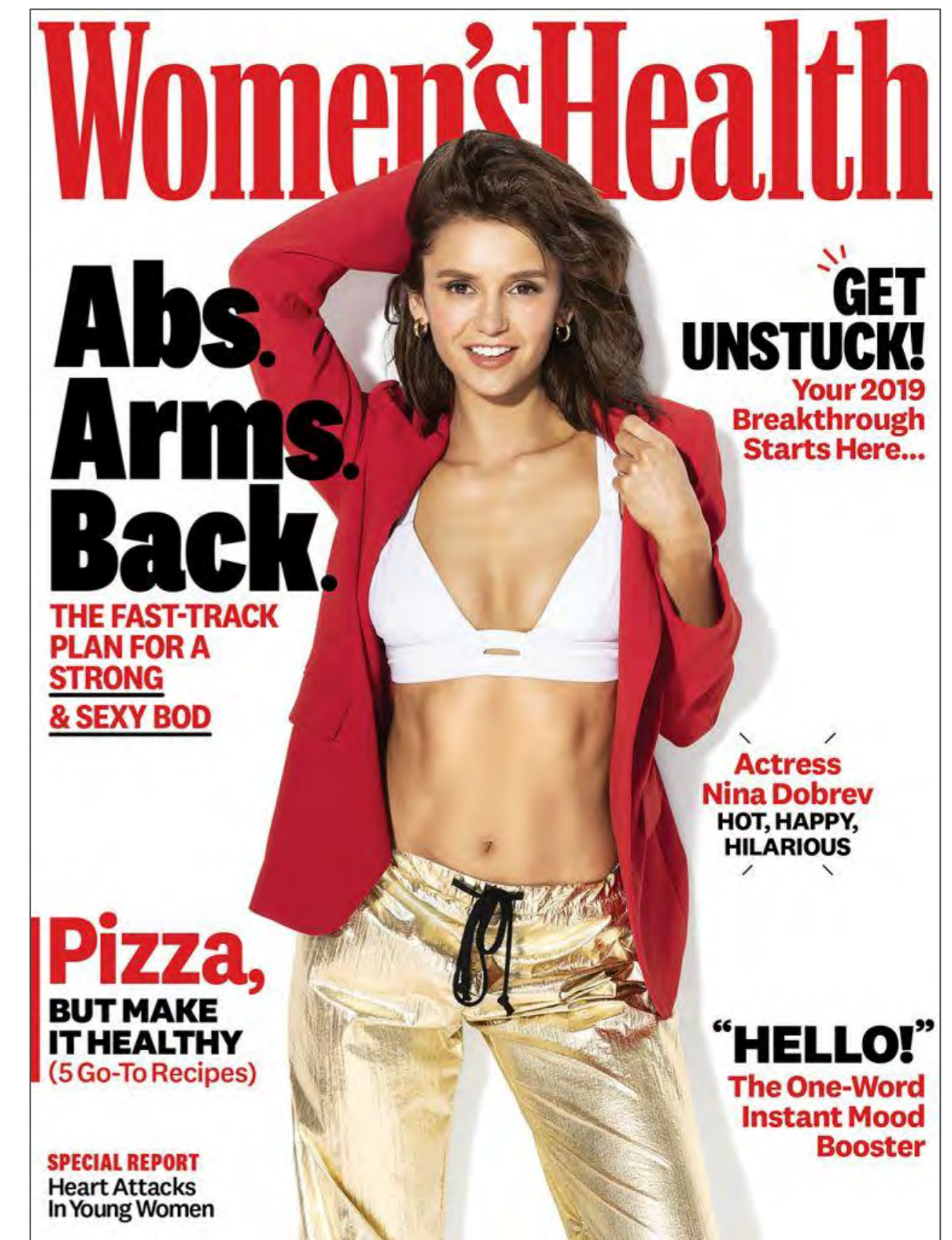
## LIKE-MINDED AUDIENCES /

# WOMEN'S HEALTH SWEEPSTAKES

Hawkins secured an opportunity with Women's Health to develop a creative and strategic sweepstakes.


YO1 Wellness Center partnered with like-minded brands including, The Fine Line, Nutmeg Aspirin, Urban Wellness, Nutritious Life, Veerah and FEED for a two-week sweepstakes competition, targeting individuals with an interest in health and wellness.

The campaign included e-newsletters from each partner and several social posts over the course of the two week campaign.



# BRINGING EXPERIENCES TO LIFE / RESULTS.

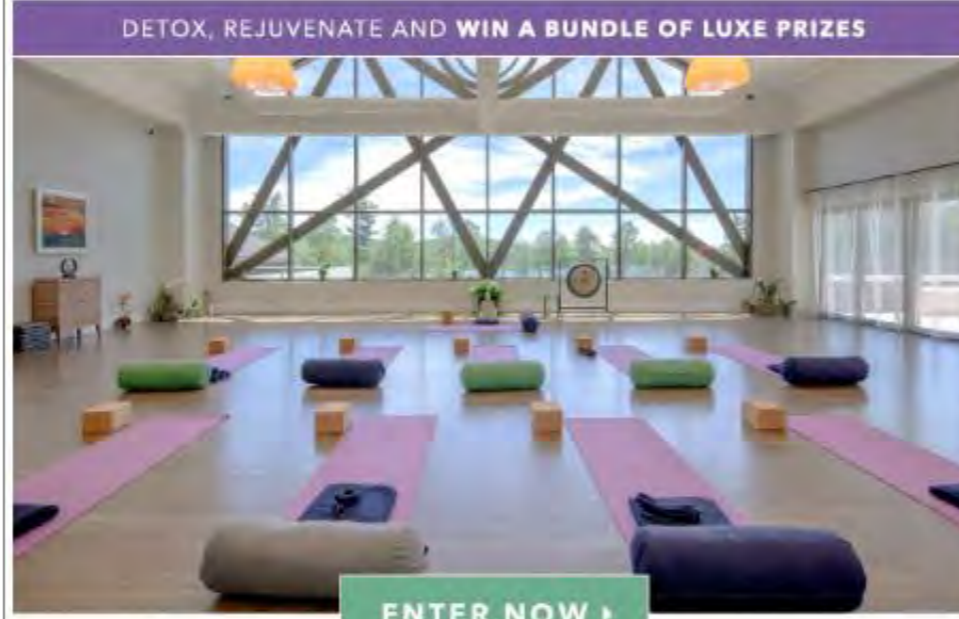
- 3,107,100 Impressions
- 13, 649 Entries
- 11,700 Opt-in Emails
- 1,104 Social Interactions



**URBAN WELLNESS MAGAZINE**

**ENTER TO WIN**  
*a Relaxing Wellness Getaway*

DETOX, REJUVENATE AND WIN A BUNDLE OF LUXE PRIZES



**ENTER NOW**

Your journey to a healthier life begins at **YO1 Wellness Center** tucked away in the beautiful Catskill Mountains in New York. Pamper yourself with a **2 NIGHT GETAWAY IN A LUXURIOUS SUITE**. Experience incredible Ayurvedic therapies and delicious vegetarian meals.



**Urban Wellness Magazine**  
February 12 at 8:17 PM

Because there's always time to unwind 😊 Click the link to win a luxe self-love getaway:  
<http://bit.ly/UWMFebRetreat>

**ENTER TO WIN**  
*a Relaxing Wellness Getaway*

DETOX, REJUVENATE AND WIN A BUNDLE OF LUXE PRIZES




**ENTER NOW**

**NUTRITIOUS LIFE**

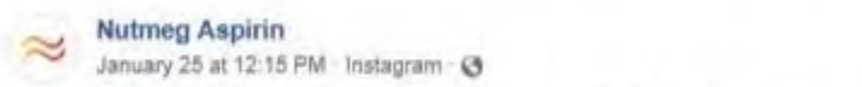
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**Nutmeg Aspirin**  
January 25 at 12:15 PM · Instagram

🎉 **GIVEAWAY!** 🎉 Win a relaxing 3 day/2 nights stay in a suite at YO1 Wellness Center! Prize package includes ayurvedic therapies and delicious vegetarian meals, as well as \$200 toward a FEED Projects bag, \$200 to shop VEERAH designer shoe collection, \$200 in supplements from Keri Glassman, Nutritious Life, and a \$250 gift card from us at Nutmeg Aspirin 🙌 Enter here: <https://www.dojomojo.ninja/.../oddad801-de5e-4ff-a850-42d631...>



**ENTER TO WIN**  
*a Relaxing Wellness Getaway*


Like Comment

**Women'sHealth**

*Win a 2 Night Relaxing Getaway in*  
**The Catskill Mountains**

**ENTER TO WIN**

2 Night Luxe Stay at YO1 Wellness Center in New York  
\$200 gift card toward Nutritious Life Supplements  
\$200 gift card to Veerah's vegan designer shoes  
\$250 gift card to Nutmeg Aspirin  
\$200 towards a Feed Project bag of your choice




nutritiouslifeofficial · Follow 39m

See Location >  
CATSKILL, NEW YORK

**And - we have ANOTHER for you!!!!**

**ENTER TO WIN**  
*a Relaxing Wellness Getaway*

DETOX, REJUVENATE AND WIN A BUNDLE OF LUXE PRIZES

**We are so freaking excited about this one**

Your journey to a healthier life begins at **YO1 Wellness Center** tucked away in the beautiful Catskill Mountains in New York. Pamper yourself with a **2 NIGHT GETAWAY IN A LUXURIOUS SUITE**. Experience incredible Ayurvedic therapies and delicious vegetarian meals.

# WHAT DOES IT MEAN FOR ME / TAKEAWAYS.

- Identify Your Experts and Resources
- Diversify Content to Increase Exposure and Reach New Audiences
- Bring your Experiences to Life in Unexpected Places
- Identify Life-Minded Partners for co-branded opportunities





**THANK YOU**

For more information,  
please contact Corey Finjer Bennett

[corey@hawkpr.com](mailto:corey@hawkpr.com)

212-255-6541

@HIPR #HIPRTravel

NEW YORK | LOS ANGELES